

Launch of a New E-commerce Store for Japan-Inspired Furnishing Collection

1. Your Approach to Managing the Project

Project Plan: Phases, Timeline, and Risks

Discovery & Planning

- Brand Definition: Align on sub-brand voice, target customer, and visual direction.
- Competitive Audit: Benchmark top furniture and DTC eCommerce brands' customer experiences.
- MVP Scoping: Finalize KPIs, core features, localization needs, and Shopify app stack.
- Project Setup: Build project roadmap, define sprints, milestones, and team responsibilities.
- Risks: **Scope creep**
- Mitigation: Establish and document clear MVP boundaries early.

WEEK 1-2

UX & Content Design

- UX Design: Design responsive, cross-device wireframes covering key flows.
- Editorial Strategy: Shape homepage narrative and product copy with a warm, cohesive tone.
- Content Operations: Coordinate with marketing for image assets, copy, and translations.
- Review Loops: Implement staged approvals for design and content assets.
- Accessibility Considerations: Ensure accessibility standards (WCAG) in layout, contrast, alt text, and interactions.

WEEK 3-5

Shopify Build & QA

- Theme Customization: Implement selected Shopify theme with responsive styling.
- App Integration: Configure apps for reviews, localization, bundling, and inventory.
- QA Cycles: Weekly testing across devices and browsers for speed, usability, and accessibility.
- Content Finalization: Upload assets, apply SEO metadata, validate tags and schema.
- Risks: **App conflicts, design-to-dev disconnect**
- Mitigation: Phased QA, shared build handoff, pre-launch bug tracking log

WEEK 6-9

Soft Launch & Review

- Internal Testing: Validate full UX flow: PDP → Cart → Checkout → CRM triggers.
- Conversion QA: Confirm tagging, upsell logic, and CRM integration.
- Compliance Checks: Ensure compliance with legal requirements (privacy policy, terms, etc.).
- Final Fixes: Address critical bugs, polish layout and messaging.
- Risks: **Tracking gaps, checkout blockers**
- Mitigation: Walk through the full checkout with QA, dev, and product leads to confirm.

WEEK 10-11

Launch & Optimization

- Go-Live: Launch storefront with SEO, analytics, CRM, and campaign assets in place.
- Monitoring: Track KPIs via GA4, Shopify, and Hotjar to identify friction points.
- Iteration: Resolve post-launch issues through focused 3-5 day sprints.
- Retention: Trigger post-purchase emails with care tips, review prompts, and upsell offers.

WEEK 12

Stakeholders & Cross-Functional Collaboration

- Product & Operations**
Align stock visibility, fulfillment timing, and inventory mapping to ensure seamless operations.
- Marketing**
Coordinate homepage modules, campaign assets, and launch cadence.
- Design & Creative**
Maintain feedback loops from wireframe to handoff to ensure a cohesive visual language.
- Tech & Development**
Translate requirements into Shopify-compatible features and workflows.

Tools & Methodology

- Notion**
Task tracking, documentation, sprint visibility, launch checklists.
- Slack**
Async updates and stakeholder alignment.
- Figma**
UX wireframes and design review.
- Aritable**
Asset coordination and inventory visibility.
- Methodology**
Agile-inspired sprints with weekly team meetings, async status updates, and sprint retrospectives.

2. Customer Journey & Experience

Homepage Entry

- A clean, lightweight entry point with intuitive navigation and high visual impact.
- The layout is responsive across devices, built for scrollable interaction and fast load speed.

Product Details

- Product detail pages load quickly and include dynamic shipping information.
- Thoughtful microcopy adds warmth and clarity (e.g., "Designed for your mind").

Post-Purchase

- Branded confirmation emails include care guides, tracking info, and tailored product suggestions.
- Follow-up sequences encourage product reviews, repeat purchases, and long-term retention.

Product Discovery

- Curated homepage modules introduce key categories alongside brand storytelling.
- Predictive search, a sticky cart, and clearly organized collections guide product exploration.

Checkout

- The Shopify-native checkout flow is streamlined and low-friction.
- Trust signals such as secure payment badges and clear shipping details provide reassurance.

Tone & Aesthetic

- The interface is calm and minimal, guided by Japanese design principles.
- A consistent editorial tone, soft neutrals, tactile imagery, and generous white space complete the experience.

3. Brand Appeal & Product Desirability

Product Imagery

- Showcase craftsmanship through large-scale visuals with soft lighting and rich textures.
- Use sliding carousels to feature products in real home settings, highlighting comfort and function.

Visual Consistency

- Align early with design and content teams on tone, layout, and flow.
- Maintain consistency through regular reviews and open feedback loops.



<https://www.karimoku-newstandard.jp/en/>

Storytelling Content

- Share product narratives using lifestyle photography and spotlight sections.
- Add interactive PDP features like hover zoom and modular bundles for discoverability.

Social Proof

- Display customer reviews and curated UGC via Instagram carousels.
- Introduce a Journal to share brand stories, styling tips, and designer insights.

4. Visual Inspiration

KARIMOKU CASE

About Cases Collection Artists Creators News Contact Downloads Dealers

CASE 11
LOGY TAIPEI



Karimoku Case

- <https://www.karimoku-case.com>
- Refined layout with generous white space and warm neutrals, evoking a calm, high-design tone.

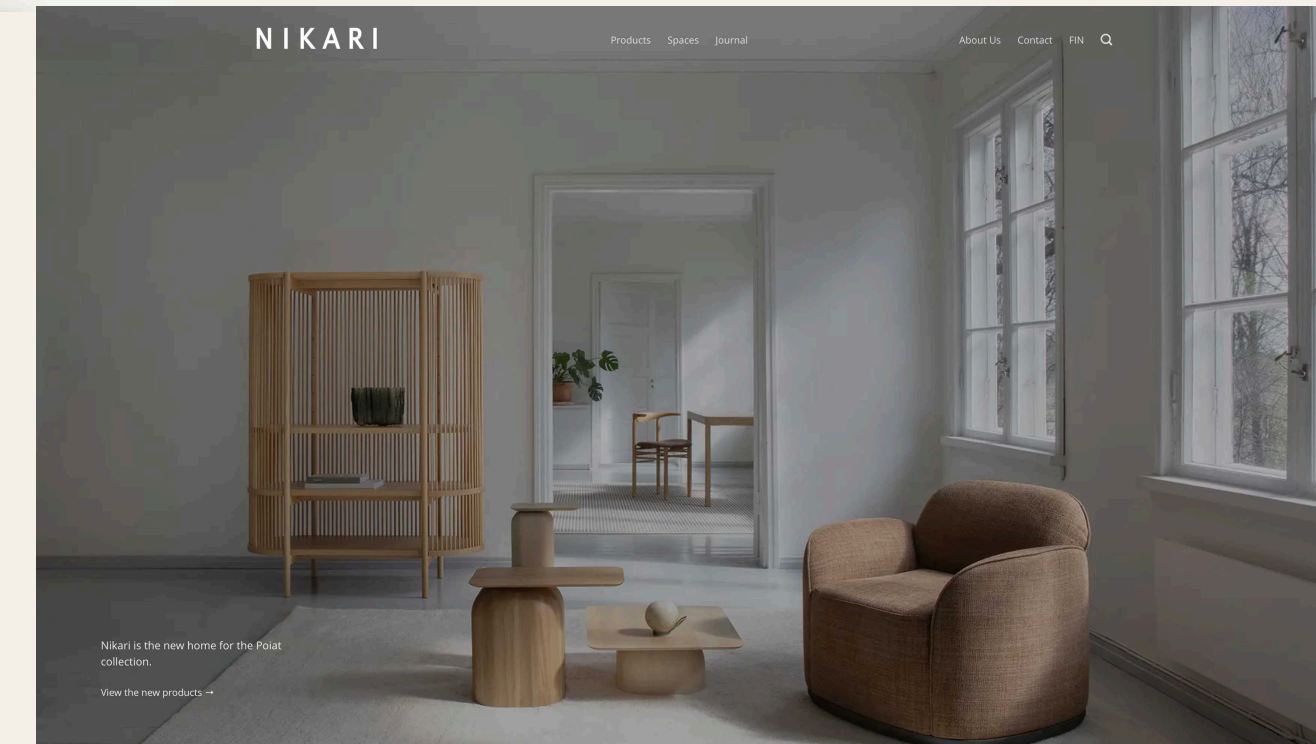
Nikari

- <https://nikari.fi>
- Minimal UI with natural tones and quiet typography that highlights sustainability and artisanal craftsmanship.

NIKARI

Products Spaces Journal

About Us Contact Fin Q



Nikari is the new home for the Pook collection.
[View the new products →](#)

about object explore



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Iroje Object

- <https://irojeobject.com/>
- Tactile imagery and minimalist design create a sense of quiet luxury and emotional depth through close-up material focus.